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ABSTRACT

This document provides a framework for direction and development of libraries in Nevada. This plan is based on input solicited from hundreds of citizens statewide in preparation for the Governor's Conference on Libraries held in May 1990 and has been developed to reflect the current and best thinking of public, school, and academic librarians. The plan addresses the following issues in libraries: (1) role of libraries, including education, business/economy, and cultural/recreational; (2) services; (3) collections; (4) information access/resource sharing/interlibrary loan; (5) library standards and certification; (6) continuing education; and (7) public awareness/library image. A list of acronyms and definitions is included. (JLB)

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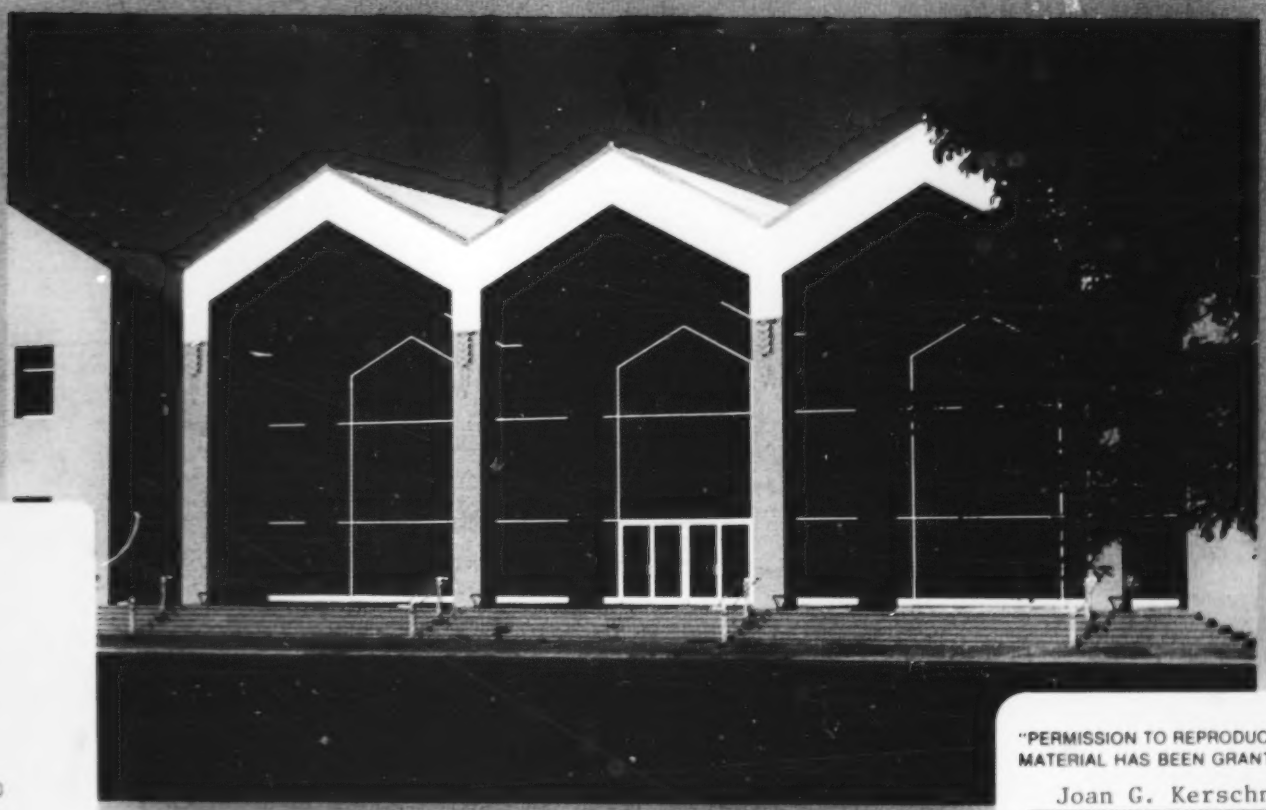
STATEWIDE MASTER PLAN



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NEVADA STATE LIBRARY & ARCHIVES

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STATEWIDE MASTERPLAN

FOR

NEVADA LIBRARIES

1993 - 1998

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NEVADA STATE LIBRARY AND ARCHIVES
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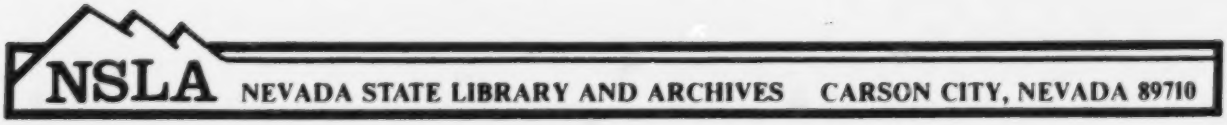
December 1992



MISSION STATEMENT OF LIBRARIES

Libraries are centers for lifelong learning - providing access to information for education, economic, cultural and recreational purposes.

INTRODUCTION

The Statewide Masterplan for Libraries is prepared to provide a framework for direction and development of libraries in Nevada. This plan is based on input solicited from hundreds of citizens statewide in preparation for the Governor's Conference on Libraries held in May 1990 and has been developed to reflect the current and best thinking of public, school and academic librarians. Several meetings were held statewide for input from librarians. A draft was prepared and presented at the annual conference for the Nevada Library Association. Comments were incorporated into the document which was then presented to the annual meeting of the Public Library Directors and the Council of Academic Library Directors for final review. Copies of the Masterplan are distributed to libraries across the state.

ROLE OF LIBRARIES

EDUCATION

GOAL
Provide opportunities for lifelong learning for people of all ages.

Objective: Develop the role of libraries as centers for lifelong learning.

Strategy: Nevada Library Association shall seek legislation designating libraries as public educational agencies.

Objective: Promote a cooperative relationship between libraries and schools to implement the Nevada 2000 education initiative.

Strategy: Nevada Library Association will encourage Congress to adopt the Omnibus Children and Youth Literacy Initiative.

Strategy: Nevada libraries will work as partners in the Nevada 2000 initiative.

Objective: Strengthen cooperative programming among schools, libraries and other educational entities via interlocal agreements.

Strategy: Public and school libraries should support parent/ family education projects for early childhood programs involving social service agencies.

Strategy: Public and school libraries should provide outreach through partnership with youth-serving agencies for "at risk" youth.

Objective: Create literacy demonstration programs that involve family-serving agencies and other social agencies.

Strategy: The Nevada State Library and Archives (NSLA) will coordinate statewide literacy programs among all public and private providers of services to non-readers.

Strategy: NSLA will develop a Statewide Literacy Resource Center.

Strategy: Public libraries should allocate space for literacy collections and activities and serve as centers for identification and referral to related services and organizations.

Strategy: Public libraries should emphasize literacy services to aid the underserved, the disabled, the

institutionalized or other non-traditional groups.

Strategy: School and public libraries should combine efforts to pursue and develop creative outreach to all types of child care providers to support and expand basic reading and information skills.

Strategy: NSLA will promote public and school library resource sharing of literacy and basic reading materials.

Objective: Promote school and public library intergenerational demonstration programs.

Strategy: School and public libraries will develop activities to promote cross generational library activities in collaboration with related organizations, eg. YWCA, American Association of Retired People (AARP).

Objective: Strengthen the University and Community College System of Nevada (UCCSN) libraries to meet their academic mission and provide access to resources statewide.

Strategy: UCCSN libraries should work closely with other libraries to define their respective missions and seek ways to cooperate and assist each other.

Strategy: All libraries shall support the continued development of the Nevada Academic Libraries Information System (NALIS) and UCCSN will continue to investigate methods to ensure NALIS is accessible by libraries in the state.

BUSINESS/ECONOMY

GOAL
Build partnerships with business and industry to develop collections and services.

Objective: Foster reciprocal relations with business partners.

Strategy: Libraries should package and publicize services to meet specific needs of the business community.

Strategy: Libraries should respond to the needs of small business by providing access to information via local and national networks.

Objective: Acquire and disseminate information to promote Nevada's position in the regional, national and world marketplace.

Strategy: Libraries should establish special information centers focusing on business, science and technology to increase commercial productivity.

Strategy: Libraries should provide access to local, state and federal government information to increase commercial productivity.

Strategy: Libraries should develop agreements with businesses to provide funding for relevant materials, services and programs.

CULTURAL/RECREATIONAL

GOAL
Provide programs in the arts and humanities to reflect the unique multi-cultural milieu in the State.

Objective: Acquire grant funding sufficient to support statewide humanities in libraries and archives.

Strategy: Libraries should write proposals and seek donations to secure maximum for humanities programs.

Strategy: Public libraries should target services and programs to special/unique segments of the community.

Strategy: Librarians should develop expertise in writing proposals and administering grant funded programs.

Objective: Work with corporations and private donors to develop traveling cultural exhibits.

Strategy: Libraries should work with business, cultural agencies and private donors to support cooperative programs for children, young adults and adults in all regions of Nevada.

SERVICES

GOAL
Expand children's services to meet the needs of all youth in each community.

Objective: Provide innovative programs for children and young adults that encourage expanded use and access to library and information services.

Strategy: Public and school libraries should seek demonstration grants for services to the young, from infant to young adult - e.g. reading clubs, story hours, pre-school literacy and constructive thinking skills.

Strategy: Public and school libraries should explore and utilize all types of information and telecommunication technology to reach children and young adults.

Objective: Strengthen cooperative relationships between public and school libraries.

Strategy: NSLA, Department of Education and school districts will explore the value of combining school and public libraries in urban or rural neighborhoods where library access is limited.

GOAL
Expand library programming to meet the needs of special populations.

Objective: Implement programs and services to remove barriers to library and information services and address the needs of all the residents of Nevada.

Strategy: All libraries should cooperate with institutions and social agencies to ensure adequate services for targeted populations.

Strategy: NSLA will provide evaluation and training for libraries to upgrade facilities, programs and services to the disabled.

Objective: Expand programs and services to meet the needs of senior citizens.

Strategy: Public libraries will explore and utilize varied and innovative programs to reach home-bound and residents of nursing and retirement facilities.

Objective: Develop programs responsive to the needs of multi-cultural, multilingual populations.

Strategy: All libraries should recruit multi-cultural, multi-lingual personnel and develop programs to reflect the ethnic balance of the population.

Strategy: NSLA and the Nevada Council on Libraries shall encourage demonstration projects for model library programs to reach the various ethnic groups of the community.

Objective: Sensitize staff to the needs of special groups who are not using and/or benefitting from library services.

Strategy: Public libraries should use community analysis methods to identify underserved groups, including non-readers, disabled, ethnic groups, etc.

Strategy: Libraries should encourage staff training to increase awareness and skill for dealing with underserved groups.

Objective: Provide library services in all institutional and correctional facilities, regardless of size.

Strategy: NSLA, Department of Prisons and affiliated agencies shall develop library and information services based on the national standards for correctional libraries (ASCLA).

Strategy: NSLA, the Nevada Council on Libraries, Department of Prisons and Department of Human Resources shall develop a statewide institutional library service plan to include all types and sizes of correctional or institutional facilities.

Strategy: NSLA and the Department of Prisons shall promote state legislation to create permanent budget categories for library service in all correctional institutional facilities.

Strategy: NSLA, the Department of Human Resources and the Department of Prisons shall promote equal access to information and materials to residents of correctional/institutional facilities and enhance literacy training and development.

COLLECTIONS

GOAL
Strengthen library collections to keep pace with the rapid growth of information.

Objective: Acquire books and materials in various formats to meet nationally accepted standards.

Strategy: Public libraries shall spend a minimum of 15% of their local budget for books and materials.

Strategy: University and school libraries should provide collections that meet or exceed accreditation standards.

Strategy: Public libraries will seek state funding for books and materials.

Strategy: Public libraries should increase circulation of books and materials in public libraries by a growth factor of 5% above the population increase in the service area.

Objective: Coordinate collection development statewide.

Strategy: All libraries should use Nevada's automated systems to evaluate their need to purchase expensive materials locally.

Strategy: The state librarian should appoint a statewide collection development and coordination committee representative of all library types should be appointed by the State Librarian.

Strategy: Every public library serving a population base of 200 should provide a basic reference collection as recommended by the Statewide Collection Development and Coordination Committee.

Objective: Ensure the preservation of our information resources.

Strategy: NSLA should assess preservation needs in Nevada.

Strategy: Libraries should pursue legislation to eliminate use of acid paper in permanently valuable publications.

Strategy: NSLA should develop a preservation program and conservation laboratory for the State.

Strategy: NSLA and University libraries should provide training on the importance of preservation and conservation.

INFORMATION ACCESS/RESOURCE SHARING/INTERLIBRARY LOAN

GOAL
Assure that all residents of Nevada have equitable access to information.

Objective: Safeguard open access and intellectual freedom.

Strategy: Nevada Library Association will encourage public, school and academic libraries to provide books and other materials with the widest diversity and viewpoint of expression.

Strategy: Nevada Library Association will develop training programs related to open access and intellectual freedom issues for library personnel and trustees.

Objective: Seek creation of State Information Policy affirming that information is made accessible to the public.

Strategy: Libraries will support legislation to define the public's right to know.

Strategy: NSLA will provide access to state and local government information sources to the fullest extent possible.

Objective: Increase student access to information services at elementary and secondary school library/media centers.

Strategy: School districts should provide licensed staff to keep school libraries open extended hours during the school year and in the summer.

Objective: Develop information and referral services for all Nevadans.

Strategy: Libraries that manage databases should develop on-line community information files.

Strategy: Public libraries should cooperate with social service agencies and schools to develop and disseminate community information.

Strategy: Libraries should develop statewide access to all information and referral files.

GOAL
Promote Interlibrary Loan policies that assure access to print and non-print resources when needs cannot be met by local sources.

Objective: Provide support for the costs of ILL for public, school and academic libraries.

Strategy: Public and University libraries should seek state support for ILL costs set at least half the average cost of interlibrary loans.

Objective: Encourage libraries to utilize ILL as an adjunct to collection development.

Strategy: NSLA should provide technology and training on how to utilize ILL in all public and school libraries.

Objective: Implement efficient methods currently available for delivery of materials and explore alternative speedy forms of delivery of library resources.

Strategy: The Statewide ad hoc committee on Interlibrary Loan will review and propose improved methods of delivery.

Strategy: Libraries should set their goal for delivery of materials to any library in the statewide network within three working days.

Objective: Increase statewide access to public and private collections via ILL.

Strategy: Libraries should maintain databases and publicize access to statewide resources via Information Nevada.

GOAL
Provide the widest possible access for all Nevadans to information and materials through the use of appropriate technology.

Objective: Continue to build databases of cataloged holdings of all libraries in MARC format.

Strategy: The Statewide Automation Committee and NSLA will review technological developments to identify trends that will impact the statewide database.

Objective: Provide public access to computers and library computer information.

Strategy: Libraries with automated systems will coordinate to provide access to all catalog databases in the most efficient form.

Strategy: Train staff and public to use library computer centers.

Objective: Provide increased statewide access to developing networks and databases, including full text information in electronic format.

Strategy: The Statewide Automation Committee and NSLA shall explore remote dial-up access to a variety of databases (e.g. NALIS) through existing or developing networks, i.e. NREN, Internet, or Nevada 'free-net'.

Strategy: Libraries should seek state support for a statewide technology enhancement in NSLA's budget.

Objective: Develop statewide standards for purchasing information technology.

Strategy: All libraries should adopt State of Nevada minimum standards for purchase of hardware and software. Libraries who share systems should adopt and refine State of Nevada Standards for relevancy to library applications.

Strategy: Nevada State Library and Archives should seek the position of Coordinator of Library Automation.

LIBRARY STANDARDS AND CERTIFICATION

GOAL
Encourage all communities to provide adequate library services and collections.

Objective: Ensure all public libraries meet minimum service and collections standards	Strategy: NSLA and Nevada Council on Libraries will encourage public library jurisdictions to adopt and implement the Minimum Standards for Nevada Public Libraries. Strategy: NSLA and Nevada Council on Libraries will link eligibility for state and federal funds to the implementation of minimum standards.
Objective: Promote school library consistency. Incorporate the guidelines in Information Power, Nevada; Northwest Accreditation Standards and University Standards.	Strategy: School districts should seek legislation to require licensed school librarians in all schools of 250 or more students. Schools with fewer than 250 students must be served by at least a part-time librarian. For every additional 500 students, one technical support person must be added.
Objective: Provide access to appropriate coursework to renew Nevada Library Media Specialist license.	Strategy: School Districts will work with Department of Education, NSLA and UCCSN to develop and expand coursework.
Objective: Develop a public librarian certification program.	Strategy: NSLA will propose legislation to allow public librarian certification. Strategy: NSLA and UCCSN will ensure access to formal education required to meet certification requirements.

CONTINUING EDUCATION

GOAL
Develop continuing education programs for all Nevada library and library-affiliated personnel.

Objective: Develop a State Continuing Education plan to include programs for all library personnel and library trustees.

Strategy: Nevada Libraries Continuing Education Advisory Committee (NLCEAC) will develop and annually update plans for continuing education.

GOAL
Coordinate continuing education programs with other institutions, associations, organizations, and agencies.

Objective: Develop and administer regularly scheduled CE credit courses to provide training and continuous updating of library skills and information.

Strategy: NSLA and UCCSN will develop a CE curriculum with credit assigned by UCCSN Office of Continuing Education.

Objective: Provide in-state access to American Library Association (ALA) accredited master's degree courses.

Strategy: NSLA and UCCSN will promote University of Arizona distance learning program for obtaining Masters in Library Science.

Strategy: NSLA and UCCSN should explore various forms and sources of distance education programs, ie. LISDEC.

Objective: Disseminate Continuing Education information.

Strategy: NLCEAC and NSLA will develop and disseminate a newsletter.

Strategy: NLCEAC and NSLA shall publish a comprehensive quarterly calendar of statewide training activities.

Strategy: NLCEAC and NSLA should develop a formal continuing education program using University Extension.

PUBLIC AWARENESS/LIBRARY IMAGE

GOAL
Communicate the importance of libraries and librarians for all people.

Objective: Develop programs, information, and publicity to promote libraries.

Strategy: Libraries should develop yearly marketing plans and activities, including prime time TV spots, to increase public awareness of library programs and services.

Strategy: Libraries should target new users and non-users at state and local levels and participate in marketing programs with the Commissions on Economic Development and Tourism, economic development authorities, Chambers of Commerce businesses and other public agencies.

Strategy: Libraries should implement multi-media publicity campaigns via TV, radio, and print media targeting special populations and non-users identified through market analyses to identify specific target groups.

Objective: Communicate the image of libraries as sources of information and education.

Strategy: Libraries should create model library marketing programs emphasizing libraries and librarians as the community resources to meet educational, business, personal and recreational needs.

ACRONYMS AND DEFINITIONS

ADA - American Disabilities Act

ASCLA - Association of Specialized and Cooperative Library Agencies

CE - Continuing education

ILL - see Inter-Library Loan

Internet - An international computer network that allow connections with various computer systems and other participating libraries.

Inter-Library Loan - A system of interlibrary cooperation that facilitates the borrowing of materials from one library to another for patron use.

LISDEC - Library and Information Science Distance Education Consortium

MARC - Machine Readable Cataloging. A standard format originated by the Library of Congress to standardized bibliographic data.

NALIS - Nevada Academic Libraries Information System

NLCEAC - Nevada Libraries Continuing Education Advisory Committee, advisory committee to the state library director

NREN - National Research and Education Network, created by federal legislation to become a national computer network.

NSLA - Nevada State Library and Archives, an agency of state government

UCCSN - University and Community College System of Nevada